



CUSTOMER

SATISFACTION

SURVEY

REPORT CARD



MAY 2001



SECRETARY TOM BARRY

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It seems only fair that if we expect our kids to bring home good report cards from school then we should expect the same of ourselves at work. Several years ago, the Florida Department of Transportation

adopted the Sterling Criteria for Organizational Performance Excellence as a business model. We are determined to make a good agency even better by measuring and improving our performance in many different areas. That's what our Customer Satisfaction Survey is all about.

During the past year, we asked our residents, visitors and businesses to tell us what we are doing right and what we can do better in providing transportation products and services to them. I'm proud to say that we brought home a good report card. I applaud the hard work of our employees and transportation partners. There are also opportunities for improvement. That's our next step.

We are currently in the second phase of our survey effort by addressing concerns identified by our customers. Subsequent surveys will allow us to evaluate how well we handled customer concerns and improved our overall satisfaction. We will keep you informed of our progress. The people of DOT are dedicated to making travel in Florida safer and more efficient.

Florida DOT Has Completed the First Phase of Customer Satisfaction Survey

The Florida Department of Transportation is responsible for maintaining the State Highway System. This includes major roads, such as interstates and highways with the U.S. or state road numbers. While comprising only 10 percent of the centerline miles in Florida, the system supports 66 percent of the daily vehicle-miles traveled (VMT).

From November 2000 to February 2001, over 5,000 Floridians and visitors to our state responded to our Customer Satisfaction Survey. They rated their satisfaction with several aspects of the State Highway System, which included the visibility of roadway signs and markings, construction zones, traffic flow, rest areas and airports, and overall satisfaction with the system. The survey results helped the department identify areas where it can make improvements to Florida’s highways and provide initial benchmarks against which changes can be measured in subsequent surveys.

While the overall results were favorable, the respondents of all groups identified some specific areas that required attention:

- Visibility of roadway striping and markings at night
- Timeliness of completing construction projects
- Traffic congestion
- Seeking government input on construction project priorities and design

Table 1 summarizes the percentage rates of “Satisfied” and “Very Satisfied” on each area. Tables following Table 1 provide detailed information on the areas.

Table 1 Percentage of Respondents Who Were “Satisfied” or “Very Satisfied”					
Area	Statewide	Residents	Commercial Drivers	Government Officials	Visitors
Road Signs/Markings	86	83	83	N/A	92
Construction Zones	71	65	72	77	N/A
Traffic Flow	63	56	54	61	81
Rest Areas & Airports	87	N/A	N/A	N/A	87
State Highways Overall	78	73	76	77	85

Table 2 Percent Satisfied with Road Signs and Markings				
Item	Statewide	Residents	Commercial Drivers	Visitors
Spacing of exit and crossroad signs	86	87	82	89
Overall visibility of road signs	92	89	89	97
Readability of road signs	92	88	N/A	96
Daytime visibility of roadway striping and markings	92	89	90	96
Night visibility of roadway striping and markings	72	63	71	81

Table 3 Percent Satisfied with Construction Zones

Item	Statewide	Residents	Commercial Drivers	Government Officials
Construction signs	88	80	89	95
Construction zone markings	90	86	90	93
Safety	71	65	69	79
Access to local businesses	51	43	N/A	59
Timeliness of completion	39	32	34	50
Completed construction projects	83	81	80	87

Table 4 Percent Satisfied with Traffic Flow

Item	Statewide	Residents	Commercial Drivers	Government Officials	Visitors
Time to travel within local cities or towns	65	57	52	68	81
Time to travel between local cities or towns	72	67	68	66	86
Traffic congestion	53	44	43	48	76

Table 5 Percent of Visitors Satisfied with Transportation System

Item	Visitors
Florida highways compared to home state	90
Cleanliness of rest areas	94
Adequate number of rest areas	77
Rest area safety	93
Vending services at rest areas	74
Florida airports compared to home state	87
Access to and from airports	88
Overall experience with airport	94

Table 6 Percent Satisfied with State Highway System Overall

Item	Statewide	Residents	Commercial Drivers	Government Officials	Visitors
Visual appeal	74	75	N/A	62	84
Overall safety	84	76	82	88	89
Overall road smoothness	77	71	69	77	92
The highway system	76	69	78	80	75

Table 7 Percent of Government Officials Satisfied

Item	Government Officials
Ability to obtain information from FDOT	85
Advance notice on construction projects	83
Construction projects do not disrupt the community	73
Seeking input in establishing priorities	63
Seeking input during design or roadway projects	59

* N/A = question not asked on this survey